

PICTORIAL REVIEW FIRST

*with over TWO MILLION MONTHLY CIRCULATION,
the largest ever achieved by any woman's magazine*

FIRST—by the judgment of over 2,000,000 women

FIRST—by the judgment of whole groups of states

FIRST—by the judgment of literary critics

FIRST—by the overwhelming fact of Pictorial Review's amazing growth to a circulation never before achieved by any woman's magazine

AND advertisers are availing themselves increasingly of this alert and loyal circulation built on satisfying a real and vital need—the most responsive type of market.

For the first 8 months of 1922, Pictorial Review shows the largest advertising gain of any woman's magazine. For October alone the gain over October 1921 is \$250,000.

Pictorial Review's growth to leadership

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|----------------|-----------|-------|-----------------------------|
| February, 1912 | 600,000 | . . . | 5th among women's magazines |
| February, 1918 | 1,386,261 | . . . | 2nd among women's magazines |
| October, 1921 | 1,899,576 | . . . | 1st among women's magazines |
| February, 1922 | 1,927,905 | . . . | 1st among women's magazines |
| March, 1922 | 2,013,859 | . . . | 1st among women's magazines |
| April, 1922 | 2,065,612 | . . . | 1st among women's magazines |

The December 1921 Circulation Statements showed that in U.S. circulation Pictorial Review led the second largest woman's magazine by 123,164 copies, the third largest by 400,000.

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Over Two Million Circulation